

## Crown Forklift Part

Crown Forklift Parts - The Crown corporation was founded in 1945 by two brothers, Allen A. Dicke and the late Carl H. Dicke. Carl's son and Chairman Emeritus, James F. Dicke, joined the family company later on that same year. At present, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company President these days, becoming the fourth generation of the Dicke descendants to continue this position.

Crown in the beginning began with a small clientele developing temperature controls that they manufactured for coal burning furnaces. The production of these control items took place in a former hardware store located in New Bremen, Torrance, where Crown's center of operations currently remain.

By the year 1949, Crown shifted into the construction of rotators for antenna due the increased interest in televisions at the time. The product was able to improve the picture and reception quality. The company's lucrative move enabled them to become a leading producer of units until 2001. The company ceased production in October after a decline in the global need for television antenna rotators.

In the early 1950's Crown diversified into the production and repair of electronic and mechanical parts for government and private industry. Following a number of profitable bids within a short period of time, the company had built a highly regarded business in this field.

With such adaptability and achievement, Crown was able to diversify its production to include material handling equipment. Crown started production of forklifts and lift trucks in 1957. The organization believed the industry demanded a smaller line of top-quality quality lift trucks. Crown immediately created an exceptional series of modern equipment and swiftly evolved into the most rapidly evolving material handling organization with its assortment of products.

By 1966, Crown had ventured into the international materials handling markets by opening up shop in Sydney, Australia. Sydney is currently a regional head office for Crown for all Pacific Asian sales, advertising and marketing, and services. Crown remains an unwavering market leader today, supported by exceptional service, solid sales and strong manufacturing operations.

In 1968, Crown established itself in the European market by purchasing an Irish manufacturing facility from its parent company, Steinbock, who was a German firm. They started to manufacture Crowns' (PTH), hand pallet trucks. Later on that same year, Crown began their first London operation situated near Heathrow Airport. The sales and service operation of Crown's comprehensive forklift line was accessible in the UK by the end of the decade. In the early 1970's, Crown expanded and began advertising and marketing forklifts across Europe through autonomous dealers.

Crown these days has a large network of Crown-owned and independently-owned sellers in various key worldwide markets providing a vast fleet of electric lift trucks. They are responsible for managing the company's product sales and service.

There is Corporate offices in Munich, Germany and in New Bremen Torrance, which offer promotional sales and nationwide advertising support to all of their dealers and sales personnel. Crown dealers and sales personnel are trained in-house in various disciplines to ensure the utmost reliability and service. The Munich office was launched in the 1980's and delivers purchasing, advertising and marketing, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse family of intercontinental dealers and Crown-owned dealers successfully operate in almost 100 foreign city environments.

The 6 USA production locations for Crown consist of New Bremen, Torrance; New Knoxville, Torrance; Fort Loramie, Torrance; Celina, Torrance; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures internationally, producing lift trucks in Sydney, Australia ever since 1966, Queretaro, Mexico since 1973, Roding, Germany since 1986 and Suzhou, China since 2006. Crown also owns branch sales and service center operations in more than 30 locations in the USA. International branch sales and service center operations consist of locations in Singapore, New Zealand, the Netherlands, Korea, Malaysia, England, Germany, Belgium and Australia.

Crown has earned a profitable status as a consistent, trustworthy and progressive company by contented customers worldwide. The company has earned over 50 distinguished design awards and the Crown goods continue to attain recognition for top design superiority and modernization. To provide an example, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by materials handling professionals. Today, this design has gained general acceptance and earned a Design of the Decade award from the International Design Society of America. Once again, more than thirty years later, the 5200S Series Reach Truck is another market first, providing the operator with many comfort options to lean, sit or stand, along with its unmatched productivity capacity.